

Message Text

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PAGE 01 ROME 09826 151022Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----151050Z 075136 /21

R 150930Z JUN 77
FM AMEMBASSY ROME
TO AMEMBASSY PARIS
SECSTATE WASHDC 5297
INFO USDOC WASHDC

UNCLAS ROME 9826

E.O. 11652 N/A
TAGS: BEXP, IT
SUBJ: ITALIAN DAY AT US PAVILION - PARIS AIR SHOW

1. AMEMBASSY ROME, WORKING TOGETHER WITH DIRECTOR OF MARKETING ACTIVITIES (DMA) FOR US EXHIBITION AT PARIS AIR SHOW, ORGANIZED AMBASSADOR'S RECEPTION FOR ITALIAN VIP'S IN THE AEROSPACE FIELD, AND WISHES TO SUBMIT ITS EVALUATION OF THIS PROMOTIONAL EVENT AS POSSIBLE CONTRIBUTION TO FINAL SHOW REPORT.

2. IDEA OF ATTRACTING SUBSTANTIAL TOP-LEVEL ATTENDANCE TO US PAVILION IN PARIS FROM COUNTRIES SUCH AS ITALY AT GIVEN TIME ON A GIVEN DAY POSES SUBSTANTIAL PROMOTION PROBLEMS FOR POSTS INVOLVED. OUR CAMPAIGN INCLUDED - IN ADDITION TO USUAL SUPPORT FOR PARIS AIR SHOW - FOLLOWING ACTIONS:

A) DEVELOPING A PRECISE VIP MAILING LIST FROM THE UNIVERSE OF ITALIAN PROSPECTS WHO COULD BE CONSIDERED INTERESTED IN THE PARIS AIR SHOW;
B) THESE VIP PROSPECTS, CONSISTING OF 175 INVITEES DEEMED OF SUFFICIENT IMPORTANCE TO MERIT AN INVITATION FROM THE AMBASSADOR, WERE SENT A PERSONAL LETTER OF INVITATION FROM THE AMBASSADOR
C) AS A FOLLOW-UP, TELEPHONE CALLS WERE MADE TO INVITEES WHO DID NOT PROMPTLY RESPOND TO AMBASSADOR'S LETTER; D) A SEPARATE LIST OF SELECTED ITALIAN VIP'S WAS DEVELOPED FOR THE LUNCHEON
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PAGE 02 ROME 09826 151022Z

HOSTED BY ROCKWELL FOLLOWING THE AMBASSADOR'S RECEPTION; THE EMBASSY IN COORDINATION WITH ROCKWELL ITALIANA, SENT TELEXES TO THE LATTER INVITEES; E) EXTENSIVE COVERAGE WAS GIVEN TO US AVIATION AND TECHNOLOGY IN THE EMBASSY'S COMMERCIAL NEWSLETTER, AND THE GENERAL PRE-SHOW CAMPAIGN, INCLUDING BLUE-RIBBON CALLS BY THE DMA'S OFFICE, HELPED GENERATE INTEREST IN THE U.S. EXHIBITION.

3. AS RESULT OF TARGETED EFFORT, EMBASSY RECEIVED 82 ACCEPTANCES TO AMBASSADOR'S RECEPTION, INCLUDING MOST LEADERS IN THE ITALIAN AEROSPACE INDUSTRY, MINISTRIES OF DEFENSE, TRANSPORT, AND CIVIL AVIATION AGENCY. VERY FEW "NO-SHOWS" AT RECEPTION ITSELF, WHICH INCLUDED FAMOUS NAMES IN ITALIAN AVIATION SUCH AS COUNT AUGUSTA (HELICOPTERS), PIAGGIO (PLANES), NORDIO (ALITALIA), GEN GIARLO (CHIEF OF STAFF AIR FORCE), ORTONA (AERITALIA), FORESIO (AERONAUTICA MACCHI) AND BOFFETTA (FIAT AVIATION).

4. WHILE WE REALIZE RECEPTIONS ARE FREQUENTLY CONSIDERED A PUBLIC RELATIONS EXERCISE, WE FEEL THAT SEVERAL IMPORTANT BENEFITS FLOWED FROM THIS ONE. IT GAVE THE EMBASSY - THROUGH SPONSORSHIP BY THE AMBASSADOR - AN UNUSUAL ENTREE AND OPPORTUNITY TO MIX WITH THE LEADING DECISION-MAKERS IN ITALIAN AEROSPACE CIRCLES. SEVERAL OF THE INVITEES COMMENTED THAT THEY CAME BECAUSE "THE AMBASSADOR INVITED THEM". MOREOVER, MEMBERS OF THE EMBASSY STAFF WHO DEAL WITH AEROSPACE MATTERS (COMSEC, ECON, AIR ATTACHE, OFFICE OF DEFENSE COOPERATION) HAVE ALREADY RECEIVED INVITATIONS TO HOMES OF HIGH-LEVEL OFFICIALS STEMMING FROM THE DAY'S EVENTS. THUS, THE AMBASSADOR'S RECEPTION, THE LUNCH HOSTED BY W.F. ROCKWELL, CHAIRMAN OF ROCKWELL INTERNATIONAL, FOLLOWING THE RECEPTION; VISITS TO U.S. MANUFACTURERS CHALTES, AND TO THE ITALIAN AEROSPACE INDUSTRIES EXHIBITS ALL SERVED TO IDENTIFY THE EMBASSY NOT ONLY WITH THE PERSONALITIES INVOLVED, BUT WITH THE EXTREMELY IMPORTANT DEVELOPMENTS THAT ARE TAKING PLACE IN BOTH THE MILITARY AND COMMERCIAL AEROSPACE SECTORS.

5. FINALLY, THE SETTING WAS HIGHLY FAVORABLE: OUR ITALIAN GUESTS UNCLASSIFIED

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PAGE 03 ROME 09826 151022Z

WERE DULY IMPRESSED BY THE EXCELLENT US EXHIBITION ITSELF, AS WELL AS BY THE COMPETENCE OF STAFF WHICH ALL CONCERNED FOUND HIGHLY PROFESSION.GARDNER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Format: TEL
From: ROME
Handling Restrictions: n/a
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Litigation Code IDs:
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Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 12-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2141815
Secure: OPEN
Status: NATIVE
Subject: ITALIAN DAY AT US PAVILION - PARIS AIR SHOW
TAGS: BEXP, IT
To: PARIS STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8214777c-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009